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PGA Best Practices: Teaching



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Patrick Livingston, the 2003 and 2007 North Florida PGA Section Teacher of the Year, is the CEO of National Golf Schools.

Reinforce Your Lessons

Patrick Livingston on the importance of reinforcing your lessons:

Everything we do that can reinforce what the student learns in their lessons benefits us as well. Students probably won't retain everything they are taught, but having something they can go back to is crucial for their development between lessons. One way I have done this is by implementing a program of providing each of my students with their own personal "Student Instructional Manual." These manuals contain information on basic swing fundamentals and include pages on grip, setup, posture, takeaway, follow-through and short game skills. There are drills for the students to practice on their own time. I also added pages for them to make their own notes about each aspect of the game. It's their own personal instructional "bible" that is small enough to fit into a golf bag. The size makes it easy for my students to refer to it at any time, rather than giving them a book that they have to leave at home. The manual also has my phone number, e-mail address and Web site on it. We also do a lot of video analysis. The students receive discs that they can take home and view on their computers to look at their swing. We also use voiceover equipment with comments on their swing so students can feel like we are right there with them.

Patrick Livingston on the business impact of reinforcing your lessons:

Since we have started using the manuals, National Golf Schools' business has increased between 20 and 25 percent. The return lesson business has been outstanding. Having my information available on the manuals has also helped to brand the school. We can't be with our students 24/7, but the manuals are the next best thing.